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ABSTRACT

This issue is devoted primarily to providing information on creating and using electronic resumes and conducting online job searches. Topics covered include the following: (1) how computers are changing the job-seeking process; (2) networking on the Internet; (3) preparing keyword summaries for computer-searchable resumes; (4) preparing scannable and online resumes; and (5) online job resources. Eight references are listed. (KC)

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Keying In

N Sotack

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)

The Newsletter of the National Business Education Association

Volume 8

Number 3

January 1998

ELECTRONIC RESUMES AND ONLINE JOB SEARCHES

How Computers Are Changing the Job-Seeking Process

When Kate Sky was looking for a job, she never clipped help-wanted ads from the Sunday paper. Instead, the student at Santa Rosa Junior College sat in front of a computer and searched through the online classifieds of the *San Francisco Examiner*.

Her online job search led to a position in the School of Education at the University of San Francisco. "The computer enabled me to find a job more quickly and efficiently. It even made the process enjoyable," she states.

Santa Rosa Junior College in Petaluma, California, offers its students computer access to 16 northern California newspapers. The college's Employment Market-ing home page also includes direct links to 700 companies with corporate Web sites in the San Francisco area and 57 northern California job banks.

Susan Jaderstrom, coordinator of business office technology at the Petaluma center, is enthusiastic about the new technology because "it allows students to focus on their particular needs, especially through the interactive sites that can help them format a resume, explore career options, and research the employment outlook for a particular job sector."

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Networking on the Internet

Meeting the right people with the right influence can be an enormous advantage in today's competitive job market. Traditional methods of networking include meeting people at conferences or trade shows and making contacts through friends and family. The Internet adds new strategies for networking. Because it is open to everyone, the Internet is the world's new town square, where people from Japan to India, from the CEOs of major corporations to first graders, can meet and exchange information.

Business educators should make their students aware of a number of ways to network online. These include newsgroups, mailing lists, chat rooms, and e-mail. Before undertaking these online strategies, however, students should first decide what their networking goals are and what kind of people they would like to meet. They should also be familiar with the current trends in their field so they can effectively participate in newsgroup discussions.

Almost every professional organization has an Internet presence, and by "surfing" around their favorite organization on the Web, prospective job seekers may be able to obtain inside information about companies that are hiring. Many corporate Web sites also have a general listing of contact people for a company. Luck and spontaneity are additional elements of networking. In informal chat rooms, it is possible to stumble across the cousin of someone who owns the largest accounting firm on the west coast; it is also possible to encounter a secretary at Intel who knows about a new marketing position opening up in his or her department.

Above all, networking or "schmoozing," as it is commonly called, involves the art of conversation. Prospective job seekers should never be so blatant as to ask for a job up front. A more effective approach involves asking online contacts how they advanced in their field or if they have any tips or advice about finding a job. Most people enjoy talking about themselves, and asking them about their experiences is an excellent way to begin an online correspondence. Such corre-

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How Computers... continued from page 1

Business educators already know that the computer is a powerful tool for learning and teaching. Now they are discovering that the computer is also reinventing the way workers are recruited by employers.

The implications for preparing students for the job market of the 90s and beyond are enormous. Not long ago, the standard practice of seeking employment involved searching through the classified ads and then making a trip to the post office to send out paper resumes.

While the single most important document in any job search continues to be the resume, today's job seekers can conduct job searches online and e-mail electronic resumes to potential employers. Some employers, particularly high-tech companies, have begun recruiting for positions on the Internet exclusively.

At other large companies, such as AT&T, the transition is happening more gradually. Over the past two to three years, the telecommunications giant went through a shift from an employment office approach to a 50 percent online approach. Today, according to **Burke Stinson**, senior public relations manager, "the lion's share of our hiring from the street is done online. Recruiting on college campuses is now a rare occurrence. Many college students ask our recruiters, 'Why are you here? Isn't there a better way?'" Stinson further observes that, "Parents and teachers think the transition in employment recruiting is happening at lightning speed, while students think it isn't

happening fast enough."

A Transformation in Progress

The new information technology has created options that were unthinkable a few years ago, revolutionizing the way job seekers and employers connect. The Internet and World Wide Web are where many job seekers are turning for information and resources.

There are general employment sites, such as America's Job Bank and Career Mosaic, which can be helpful to any job seeker regardless of the occupation desired. Other sites, such as Job Center, have resume banks where job seekers can submit their resumes and wait for an employer to contact them.

There are also sites that can compare a resume with posted job offerings and notify the job seeker of matches. Some sites, such as the Monster Board, feature open houses with big employers like Lockheed Martin and Price Waterhouse that give a virtual tour of the companies and current job openings, as well as providing online job applications. Still other sites specialize in helping job seekers create an effective electronic resume.

Beyond the already astonishing array of services provided on the Internet, the computer is also revolutionizing the length of time it takes to find a job. Job searches can now be conducted 24 hours a day, seven days a week. Unlike the classified's employment sections, which tend to run every Sunday, Internet listings are up-to-the-minute. A job seeker can e-mail a resume and expect it to reach its destination within minutes, even seconds.

Is Paper Obsolete?

Because the electronic resume is still an evolving technology, most business educators do not recommend that it be used exclusively. According to **Joan C. Hubbard**, a professor in the Department of Management and Business Systems at the State University of West Georgia in Carrollton, the policy at their school "is to leave no

stone unturned." Graduating students need many avenues of possibilities for their job searches. Electronic resumes, she says, "can be especially advantageous to students who put off their job searches until the midnight hour or who wish to geographically relocate."

Robert J. Matyska, Jr., assistant professor of administrative information management at the University of South Carolina in Columbia believes that the electronic resume "will never 100 percent replace the paper resume. Job seekers will still need a paper resume for interviews." However, Matyska observes that "job seekers today won't survive a job search without an electronic resume." The best practice for job seekers is to prepare two versions of their resume, electronic and paper.

Even paper resumes, however, are subject to technological advances. Increasingly, when received by prospective employers, they are now being scanned into computer databases that allow human resource personnel to quickly search for appropriate candidates. Computers using OCR (Optical Character Recognition) software to scan paper resumes are using a technology similar to the scanning technology used by supermarkets and department stores to read bar codes.

The scanner looks a lot like a photocopier, and, like a copier, it duplicates a resume and then sends it on to the OCR software. Scanners provide only a picture of the resume; the OCR software is needed to convert the image into ASCII text and make sense out of it for the computer.

For the OCR software to interpret the text on a paper resume, a new approach must be taken to writing resumes. The software can have difficulty making sense of stylistic or unusual fonts, as well as borders or graphics that well-meaning job applicants hope will help their resumes stand out among others.

Hiring Automation

With the emphasis on corporate downsizing, cost consciousness, and

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Keyword Summaries

The emphasis on keyword searches conducted by computers has led to a new format for describing job skills: the keyword summary. Its placement at the top of the resume, directly beneath the job seeker's name, address, and phone number, is important. Some software programs are limited to a set number of keywords. If the summary appears at the bottom of the resume, that limit may be reached before the computer can scan important qualifications.

Keyword summaries usually run 20-30 words; each keyword should be capitalized, followed by a period. The usual order is to list the job field or title, experience, essential skills, industry jargon and buzzwords, such as Web master, education and degrees, and personality traits, all in noun and, occasionally, adjective form. New graduates with little experience, however, may wish to place their education and degree ahead of experience in a keyword summary.

The important thing is to emphasize the most salable skills. Nouns that state specific skills, such as Unix (a computer system), QuarkXPress (a desktop publishing program), or TQM (total quality management) are some of the most effective.

Honor societies should be spelled out and the Greek letters avoided. Professional and trade organizations should also be spelled out, followed by the abbreviation in parentheses, so that a computer scanning for either the full name or the abbreviation of the organization will pick it up.

Students should be advised to write down a checklist of keywords used by the companies they are interested in working for, especially the words included in the job listing. These labels and terms should then be incorporated into their resumes — keyword summary redundancy is not an issue. To increase the number of matches or "hits," the important thing is to include as many keywords that are applicable to the job candidate. Figure 1 illustrates an electronic resume with a keyword summary.

Figure 1

Mary D. Brown
894 Grant Avenue
Madison, WI 65434
(313) 474-5555

Keywords: Accountant. Cashier. Bookkeeper. Accounts receivable ledger. Accounts payable ledger. Financial reports. Business Administration. Lotus 1-2-3. Window 95. Excel. French. CPA examination. Wisconsin. Beta Gamma Tau. Leadership. Phi Beta Kappa. President's Honor Roll. Excellent oral communication skills. Excellent written communication skills. Highly motivated. Quick learner. Detail oriented. Excellent work ethic. Trustworthy. Top 2 percent of class. IBM-compatible computers. DOS. University of Wisconsin, Madison.

Goal: To work in a Big Six accounting firm, with the eventual goal of becoming a partner.

Education: University of Wisconsin — Madison. 1994-1997.
Accounting major. Bachelor of Science degree in Business Administration to be awarded with distinction June 1, 1997.

Experience: Anthony's Department Store, Madison, 1992-1997.
Part time during school year, full time during summers.
Performed bookkeeping and cashier duties. Maintained accounts receivable and accounts payable ledgers. Prepared variety of financial reports.

College Activities and Honors: Beta Gamma Tau Honorary, 1996-1997.
Alpha Kappa Psi, 1994-1997. President, 1997.
Phi Beta Kappa, 1997.
President's Honor Roll, each semester, 1994-1997.

Source: Quible, Z.K. (1997). Job-seeking Process. *The Changing Dimensions of Business Education*. 1997 NBEA Yearbook. Reston, VA: National Business Education Association.

National Standards for Business Education

What America's Students Should Know and Be Able to Do in Business

The *National Standards for Business Education*, based on a philosophy of continuous quality education, contains guidelines for a quality education in 12 curricular areas of business education: accounting, business law, career development, communications, computation, economics and personal finance, entrepreneurship, information systems, international business, interrelationships of business functions, management, and marketing. The standards state what all students K-14 should know and be able to do in business. States and local school districts will design curricula to achieve their desired results. Standards and performance expectations for kindergarten-12th grade and postsecondary levels are included.

NBEA Member: \$20 / Nonmembers: \$40
Catalog #142.10 (plus shipping)



The *National Standards for Business Education* model is based on a philosophy of continuous quality education

BEST COPY AVAILABLE

Preparing Scannable and Online Resumes

The Clorox Company, Southwest Airlines, JC Penney, these are just a few of the businesses that are now using either scannable or online resumes. As the information revolution takes hold, it is becoming far more likely that a resume will be scanned into a computer database. Figure 2 illustrates what computerized resume searches do.

To help students prepare computer friendly resumes, here are some guidelines:

- Do not fold the resume, as creases can interfere with the scanning process; resumes should be mailed flat, in a 9 x 12 envelope.
- Use white or ivory paper; scanners have difficulty with even lightly colored paper, such as gray or mauve.
- Print resumes on one side of the paper only.
- Use 10 - 14 point type.
- Use standard typefaces, such as Times Roman, Courier, Schoolbook, Helvetica, or Futura.
- List each phone number on a separate line.
- Do not use underlining or italics, even where they are grammatically

appropriate, as in the titles of books or newspapers.

- Do not use two column resume formats.
- Do not use justified margins; they confuse scanners.
- Use keywords to describe skills.
- Eliminate graphics, boxes, and borders; they will be garbled by the scanner.
- Send only a laser or high quality copy of a resume; stray marks will confuse scanners.

For sending or posting resumes online, the following additional guidelines should be followed:

- Use ASCII text.
- Use a 65-space line with no indentations or margins.
- Include e-mail address, but omit street address and phone numbers for security purposes.
- The job seeker's best qualifications should immediately follow his or her name and e-mail address. If the first screen does not appeal to employers, they are unlikely to scroll through the rest of the resume.

Figure 2

What Computerized Resume Searches Do:

Read resume with scanner



Categorize by job possibilities
Rank applicants



Generate letters of rejection or interview offers



Store information for future openings
Store actual resume image



Source: *Small Business News*. Reprinted by permission of *Small Business News*.

- Text should be tested to make sure it works on the computer. Before sending out a resume, the job seeker should try downloading it to him or herself.

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increased competition, human resource departments are being asked to do more with fewer personnel. In the meantime, companies are receiving more and more resumes, with some companies receiving thousands every week. The solution has been to automate the hiring process through computers, optical scanners, the Internet, and other electronic resources.

Instead of employees spending long hours plowing through stacks of resumes, the initial screening can now be done with a computer through what is known as a keyword search. This means that the computer specifically looks for a set of skills or experience deemed appropriate for that particular job, such as data entry or financial analysis.

Computers, however, are not very adept at picking out the action verbs used in traditional resumes; they rely on nouns that relate specific skills. Programmed to search for these particular skills, the computer can sort through hundreds of resumes almost instantaneously, considering the resumes of all candidates, not just the ones that arrived most recently. This can help locate qualified candidates more efficiently.

Once a resume has been scanned into a computer's database, electronic job tracking systems such as Resumix and Restrack are used to notify applicants that their resumes have been received, screen the resumes, and generate interview letters, even job offer letters. Large companies such as Ford Motor Company and the Bank of America use electronic job applicant tracking systems.

How quickly is automated hiring taking hold in the rest of America's companies? The Association of Human Resource Systems Professionals conducted a study of nearly 400 companies in 1994 and found that in companies with more than 1,000 employees, almost all were using automated hiring practices. For smaller companies unable to afford automation, the task of finding employees is often outsourced to independent resume database services such as Job Bank USA, SkillSearch, or the Online Career Center.

Time Is Money

For companies, the hiring process can be both time-consuming and expensive. Online advertising has become the least expensive method of attracting employees for employers,

enabling them to do a nationwide search for the appropriate job candidates without placing ads in different newspapers, where word count can limit job descriptions.

The Internet recruiter, Monster Board, for example, can post 200 jobs for 60 days, each for less than the price of a single large-sized help-wanted ad in a major Sunday newspaper. According to the *Electronic Recruiting News*, in December 1996 alone, employers and recruiters offered more than 1.2 million positions online, while job seekers sent more than a million resumes over the Internet.

Online job advertising is also faster and easier for job seekers, with employers able to respond almost immediately after a resume is posted on the Internet. Such efficient advertising and hiring can save a company hundreds of thousands of dollars a year. Those kinds of savings will fuel the expansion of the new technology.

It is important, then, that business educators are cognizant of these changes and teach their students how to write an electronic resume. As we've seen, it is not simply an electronic version of the traditional paper resume. Rather, it is a specifically formatted resume using nouns rather than action verbs to describe job skills and qualifications.

Electronic resumes can either be transmitted over the Internet or printed out on paper and sent, as a scannable resume, to a company for entry into its computerized resume bank. In either case, they are designed to be read first by a computer, not a human.

Drawbacks for Job Seekers

The main drawback of the electronic resumes and the computers that conduct searches for potential job candidates based on keyword searches is "not having the appropriate skill terminology or buzzwords," according to Robert Matyska. If the resume is not worded correctly, it is invisible to the computer. This is true even though the job seeker may have the right qualifications for the job. Therefore, it is especially important

that educators make their students aware of what it takes to make an electronic resume visible to the employer's computer. Matyska suggests that students talk to their professors and study the technical journals appropriate to their field for the correct terminology and industry jargon used to describe their particular skills.

Computers also do not evaluate intangible but important human factors like motivation, interpersonal skills, creativity, a positive attitude, or sense of humor. They can only measure the facts they've been programmed to search for. The human qualities that may give a job seeker an advantage over another will only surface during the interviewing process. However, before any interviews can take place, the job seekers must make the computer's cut.

Wanda McGukin, assistant director of Career Services at the State University of West Georgia in Carrollton, sees security issues as another drawback. "With so many online services, it's difficult to control who has access to a person's resume." At her school, students use Resume Expert software that requires a company to register before it can input searches for prospective job candidates. The resumes in their database do not include an address or phone number. A company either has to enter a password to gain that access or contact Career Services.

Benefits for Job Seekers

As technology helps create a "global village," enabling people all over the world to communicate and exchange information and ideas almost instantaneously, the job market is being profoundly affected. Online job searches and electronic resumes allow job seekers

The advantages of electronic resumes far outweigh the disadvantages. Students can get their resumes in front of companies they may otherwise have access to.

Wanda McGukin, assistant director of Career Services at the State University of West Georgia in Carrollton

and employers to conduct national, even global, searches.

The Internet can be particularly useful for job seekers isolated from urban centers. Posting their resumes on the Internet gives them the same job opportunities as individuals living in an urban hub where many corporations may have their home offices.

Another major advantage of electronic resumes, according to Joan Hubbard, is that they are evaluated strictly on a person's credentials rather than the amount of money he or she invested to produce a fancy resume with unusual fonts, graphics, or colored paper. On the other hand, Hubbard points out, the electronic resume also makes it more difficult for job seekers to "put an individual spin" on their resumes.

Wanda McGukin believes "the advantages of electronic resumes far outweigh the disadvantages. Students can get their resumes in front of companies they may not otherwise have access to." For example, big companies like Xerox may not visit a particular campus to recruit but may have a specially designated area on their corporate Web sites where a student may submit an electronic resume.

For students interested in working abroad, such sites as Eurojobs contain international job listings. Using the Internet can be much less expensive than long



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spondence may eventually lead to "electronic mentoring" or a letter of recommendation from an expert in the field.

In order to find appropriate mailing lists, a good place to start is Liszt (www.liszt.com), which offers a comprehensive directory of over 84,000 mailing lists. Newsgroups are a part of the Internet known as Usenet, which provides the largest collection of discussion forums in the world. There are approximately 10,000 Usenet newsgroups. Unlike mailing lists, newsgroups allow discussion with other participants.

Most Web browsers, such as AOL, allow their users direct access from within their browsers. Simply type the newsgroup address in this format: news: name of newsgroup. Some helpful job-related newsgroups include biz.jobs for business jobs. For various jobs throughout the U.S., there is misc.jobs.offered, and for entry-level jobs, there is misc.jobs.offered.entry. Dejanews (www.dejanews.com) offers a search engine method for locating newsgroups.

Business educators should advise their students to review newsgroup topics before jumping into any discussion. Most newsgroups have a FAQs (frequently asked questions) section for new members. Reviewing these questions and being familiar with the communication styles of each group will prevent a newcomer from being perceived as an unwanted outsider. Internet communication depends entirely on words, so it is also important to present a professional image by avoiding misspellings and bad grammar.

Because the Internet already has 30 million users and is growing rapidly every day, it is a useful tool for networking. Participating in newsgroups and mailing lists allows prospective job seekers to get their names in front of many would-be employers.

distance phone calls or trying to get hold of newspapers from other states or other countries.

Tanya Brown Farrell, a graduate of Northwest Missouri State University in Maryville, believes that she would not have gotten her current job without the computer. Now a high school business education teacher in Shelbyville, located in the northeastern portion of Missouri, she wanted to teach in a small to medium-size school. "The conventional career services listings didn't include listings for jobs in that part of the state," she says.

So she went online and entered information about the kind of job she was looking for, the size of the school, and the salary requirements. The computer then brought up job matches throughout the state that fit her requirements, along with the names and phone numbers of the principal and contact person, in a convenient table form she could then print out.

From that point, her job search followed the more traditional procedure. She mailed out 20 paper resumes. "The computer," she says, "sped up the whole process of finding a job. I began searching in late February, and by April, I had landed a job in a very tight market."

Living With the New Technology

While the traditional methods of finding jobs will remain, it will be more and more common for these methods to be used in conjunction

with the new technology, as was the case with Tanya Brown Farrell.

According to **Nancy D. Zeliff**, assistant professor in the Department of Computer Science/Information Systems at Northwest Missouri State University, "career development is most successful when a mix of traditional and innovative approaches are used. Personal networking among family and friends is still highly successful. The classified section of newspapers and employment agencies can yield job prospects. Career and job fairs still connect job candidates and employers. However, today's innovative resources available on the Internet bring a wealth of current strategies and information to individuals involved in career development."

The information technology revolution challenges business educators to keep pace with the rapid changes in the workplace. In order to give students the best chance of success in today's job market, they must be introduced to all aspects of using a computer and the Internet for job searches.

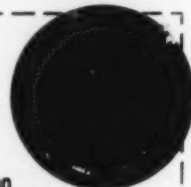
Business educators should also advise and teach their students to prepare two versions of their resumes: electronic for e-mailing and scanning purposes and traditional paper, with its variety of fonts and graphics, for interviews. The more exposure prospective employees can get in the job market, the more quickly and easily they will obtain employment.

Elect Business! Learn How to Succeed in Life

Here's the campaign and kit to help you open the world of business to all middle and secondary school students. Whatever path they're pursuing — college prep, career training, tech prep, or school-to-work — every student can learn how to succeed in life by electing business courses. The "Elect Business" kit gives you a complete set of materials to conduct your own campaign. The kit includes:

- Two sample letters to help you get results. One letter to parents presents the case for business courses and how "electing business" can improve their teen's chances for success. The second letter invites parents to an "Elect Business" campaign rally, an open house for parents to talk with successful students and learn why business courses are important.
- "Elect Business" brochures (25 per kit) that present the course-by-course benefits of business.
- A full-color button shows your support (shown above).
- Fifty stickers with the same design add punch to your school stationery.
- Easy-to-deliver talking points with transparency masters help you bring the "Elect Business" message to parents, business, and community organizations.
- A series of strong, "real world" posters.

NBEA members: \$25 / Non-members: \$40 / Catalog #127.90 (plus shipping)



Online Job Resources

For career preparation and the job-seeking process, business educators can steer their students to the Internet for a wealth of new information and resources. For example, the U.S. Department of Labor's Web site, America's Job Bank, announces hundreds of thousands of job openings in the public and private sector. It can perform a nationwide job search, link to state search engines, as well as connect job seekers to employer maintained job listings.

Numerous job opportunities can also be found at The Monster Board Web site, which has a rapidly growing database of over 50,000 job opportunities throughout the world.

For information about a specific company or group of companies, business educators can advise their students to check to see if the company has its own Web site with a job opportunities section. Often jobs will be listed here before they appear in the classifieds or other Internet job services.

An effective way to find employer Web sites is to go to a search engine, such as Yahoo (www.yahoo.com) or AltaVista (www.altavista.digital.com), and type in the company's name. As an alternative, a job seeker could type in "Fortune 500," and the search would yield all the names of Fortune 500 companies with Web sites.

Hoover's (www.hoovers.com) is another resource for finding companies, offering links to the Web sites of more than 4,000 businesses. The site also includes company capsules that give an overview of each business, the number of employees, as well as the one-year employee growth rate — a good indication of the availability of job opportunities at the company.

Once a company's Web site has been reached, there will usually be general information about the company, as well as a link to its current job listings. Some companies even provide an online application for job seekers to fill out.

Resumes can also be posted more generally to resume banks, employment

newsgroups, and electronic bulletin boards. IntelliMatch, for example, has access to some big employers such as Ford Motor Company and Hewlett-Packard, and is completely free to job seekers. Other resume banks may charge a fee to post a resume. Some resume banks may also delete a resume if it is not updated periodically.

The Internet does not solve some of the problems inherent in other job search media. Robert D. Law, III, who attended Louisiana State University and is currently looking for a job in the New York area, has a few caveats about online job searching. Many Internet job sites do not list salary information. "In my job search, I have a minimum salary requirement, and not having this listed wastes a lot of time and energy," he

states. "I have seen the term 'Project Manager' used to describe a position of \$25,000 to \$150,000 per year, depending upon the job."

He further observes that some online job placement agencies, like their conventional counterparts advertising in newspapers, often run an ad for "a particularly nice position, and when you call, you hear, 'I'm sorry that position has been filled.'" This is a tactic these services use to reel in prospective candidates.

As with any service, job seekers should be smart consumers and always be alert to opportunities, as well as potential risks, even scams. Table 1 lists some Web sites business education teachers can make their students aware of.

Table 1

■ Internet Job Postings

- America's Job Bank — <http://www.ajb.dni.us>
- Career Mosaic — <http://www.careermosaic.com>
- 4Work — <http://www.4work.com>
- Monster Board — <http://www.monster.com>
- JobSource — <http://www.jobsource.com>
- Best Jobs in the USA Today — <http://www.bestjobsusa.com>
- Eurojobs — <http://www.eurojobs.com>

■ Electronic Classifieds

- Career Path — <http://www.careerpath.com>
- Kansas City Star (this site has links to newspapers in other cities) — <http://www.kansascity.com>
- American Journalism Review NewsLink — <http://www.newslink.org/news.html>

■ Online Resume Posting Sites

- Online Career Center — <http://occ.com>
- Career Web — <http://www.cweb.com>
- E-Span Resume Bank — <http://www.espan.com>
- JobCenter — <http://www.jobcenter.com>
- IntelliMatch — <http://www.intellimatch.com>

■ Resume Advice on the Internet

- Resume Writing Resources — <http://www.golden.net/~archeus/reswri.htm>
- Resumix, Inc. — <http://www.resumix.com/resume/resumeindex.html>
- Resources to Writing Your Resume — <http://www.espan.com/library/libresume.html>

■ Career Assessment

- StudentCenter.com — <http://www.studentcenter.com>
- About Work — <http://www.aboutwork.com>
- Ball State University Career Services — <http://www.bsu.edu/careers/>

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ELECTRONIC RESUMES AND ONLINE JOB SEARCHES



Leadership for Change — A FIESTA of Opportunities! NBEA's 1998 Annual Convention, April 8-11, San Antonio, Texas

Going to San Antonio — a destination guaranteed to offer you big-size fun and opportunities! NBEA's 1998 Annual Convention couldn't be better — April 8-11, 1998. Convention dates aside, the height of the convention, which will allow convention-goers to experience San Antonio in all her glory. Balancing a popular, fun-loving convention city with a challenging, informative program, NBEA 1998 promises ample opportunities to learn, network, sightsee, and celebrate! Look what's planned during NBEA's 1998 Annual Convention...

Student and New Teacher Sessions — There will be three special sessions during the convention that will address topics of interest especially for business education students, student teachers, and new teachers. These sessions will focus on classroom management, managing student organizations, and student recruitment.

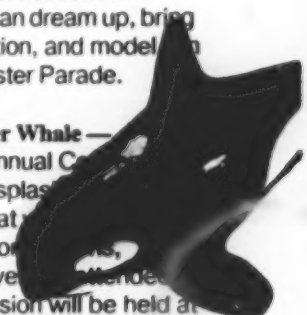
Silent Auction — The Silent Auction gives you the opportunity to bid on an exceptionally nice variety of prizes assembled by

members of each of the 50 states and the five regions. Last year this popular event raised thousands of dollars for the NBEA National Marketing Program.

Bodacious Bonnet Parade and Contest — You won't want to miss the NBEA trade show, which is always one of the high points of the convention. This year's Fantastic Thursday will feature the Bodacious Bonnet Parade and Contest. All attendees are invited

to design the most outlandish headgear they can dream up, bring it to the convention, and model it in NBEA's own Easter Parade.

Shamu, the Killer Whale — NBEA's 1998 Annual Convention will end with a "splash" from Shamu, the great killer whale and her company. Shamu will perform for convention attendees. The closing session will be held at Sea World of Texas, Saturday, April 11.



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